

Appl. No. 09/893,291  
Reply to Office Action of October 18, 2004

**REMARKS**

Claims 1–22 are pending in the application.

The undersigned seeks an interview with the Examiner. Examiner Millin's attempts to reach the undersigned are appreciated. Since time for response is expiring, Applicant makes this Amendment, in conjunction with an RCE. Applicant traverses and does not acquiesce in the rejections and/or grounds for rejection stated in prior Office Actions. Nonetheless, Applicant has amended the pending independent claims to more clearly distinguish the claims over the known art, and to place the claims in condition for allowance. Specifically, claims 1, 3, 13 and 16 are amended to recite that the buyer profile or at least the pricing factor within the buyer profiles is input by or on behalf of the seller and specifically associated with each buyer profile. This provides the seller with a control over a customized relationship with each identified buyer. This is in contrast to the method of Stone et al., in which buyer profiles appear to be solely created by the buyers, the seller having apparently no direct involvement in the data of the buyer profile. Stone et al. does not appear to teach any price related factor that is uniquely associated by the seller with each buyer profile to result in a customized relationship with each buyer. (Other features not specifically argued herein also distinguish the invention over the art.)

In view of these amendments and remarks, Applicant submits that the application is in condition for allowance. An early Notice of Allowance is greatly appreciated.

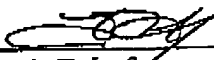
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Applicant welcomes a phone interview with the Examiner (or Mr. Millin) regarding any outstanding issues with this application.

Respectfully submitted,

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Date

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